

Message Text

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61

ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66653

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COM/BIC/OIM/GCLAUSEN, ASST. DIR.DEV'D MKTS.

----- 086344

R 281838Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 188968

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CONSUMER GOODS PROMOTIONS

REF: STATE 168383

1. DURING CONSULTATION WITH MR. BRUCE STRONG A DETAILED REVIEW OF THE PROPOSED APRIL CONSUMER GOODS PROMOTION WAS UNDERTAKEN. IT WAS AGREED THAT DUE TO THE IMPORTANCE OF AND GROWTH OF THE CONSUMER MARKET IN JAPAN WE SHOULD NOT FORGO THIS TIMELY OPPORTUNITY TO PROMOTE TO THE MAXIMUM DEGREE U. S. CONSUMER GOODS. BY STAGING THIS EVENT SIMULTANEOUSLY WITH THE THREE IN STORES PLANNED FOR APRIL AND POSSIBLY USATEX WE WILL BE OFFERING AN OPTIMUM NUMBER OF AMERICAN FIRMS IN FY 75 AN OPPORTUNITY TO ENTER INTO AND SECURE A LARGER SHARE OF THE LUCRATIVE MARKET.

2. IN ORDER TO GIVE SUFFICIENT LATITUDE TO JAPANESE BUYERS IT WAS AGREED THAT APRIL 9 TO 12 AND 16 TO 19, 1975 WOULD BE THE MOST APPROPRIATE TIMING FOR THE EVANT.

3. FOR BUDGETARY REASONS BOTH EVENTS ARE TO BE PROMOTED AS A SINGLE EVENT WITH FLYERS, CATALOG ETC. DESIGNED TO GIVE UNCLASSIFIED

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EQUAL EXPOSURE TO BOTH PROMOTIONS.

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Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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